

MEMORANDUM

4/20/2011

TO: George Griffin, Director, Department of Liquor Control
Jennifer Hughes, Director, Department of Permitting Services
Tom Manger, Police Chief, Montgomery County Police Department
Eric Friedman, Director, Office of Consumer Protection
Patrick Lacefield, Director, Office of Public Information
Natalie Cantor (Mid-County), Regional Service Centers
Uma Ahluwalia, Department of Health and Human Services

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: Review of High Use Non-Mc311 County Phone Numbers

The following items were identified for follow-up during the 4/1/2011 CountyStat meeting:

1. Evaluate the potential of re-directing residents to MC311 rather than the Department of Permitting Service's IVR system (#240-777-6210). This includes evaluating DPS's communication to residents (e.g. publications, forms, website) to determine whether residents are being directed to call MC311 or the department directly.
Responsible parties: DPS, PIO
Other parties involved: CountyStat
Deadline: 6/6/2011
2. Evaluate the potential of tracking Consumer Protection's and Community Use of Public Facilities's calls/cases through the Siebel system, rather through its own internal systems in order to streamline County service request tracking.
Responsible parties: OCP, CUPF, PIO
Other parties involved: CountyStat
Deadline: 6/6/2011
3. Work with the Police Department and the Department of Liquor Control to create call logging method so these departments can clearly articulate the reasons for their call volume.
Responsible parties: DLC, MCPD, CountyStat
Other parties involved:
Deadline: 6/6/2011
4. Re-evaluate the County's policy on publicizing non-MC311 phone numbers, including phone numbers for individual employees. This includes advertising in paper and electronic versions of the phone directory.
Responsible parties: CEX, PIO
Other parties involved: CountyStat
Deadline: 6/6/2011

5. To the extent possible, drill further down into the estimated 588,921 phone calls coming to County departments to determine how many of those calls are true service requests versus other types of phone calls (i.e. faxes, voicemails, personal calls, etc.)

Responsible parties: CountyStat

Other parties involved: none

Deadline: 5/2/2011

6. Evaluate call volume at the Eastern County Regional Service Center to determine why certain individual phone lines receive so many calls on a monthly basis.

Responsible parties: RSC

Other parties involved: CountyStat

Deadline: 6/6/2011

7. Determine whether there is an opportunity to re-direct certain high volume Department of Health and Human Services phone lines to MC311, or otherwise maintain those phone lines but remove them from public view in order to direct residents to call MC311 for intake purposes

Responsible parties: DHHS, PIO

Other parties involved: CountyStat

Deadline: 6/6/2011

cc: Timothy Firestine, Chief Administrative Officer
Fariba Kassiri, Assistant Chief Administrative Officer